

eCommerce Sales and Marketing: Practical Internet Based Strategies to Sell Your Product(s) and Market Your Business!

Sponsored jointly by Downtown Delaware, the Delaware Emerging Technology Center, and Delaware Technical Community College – Terry Campus

**February 19-21
8:30 am – 4:00 pm
For detailed Agenda, See Page 11**

eCommerce is an essential New Economy strategy! It is also a geographically unconstrained form of business requiring only a low cost of entry. Thus, eCommerce is not only a sound business model for entrepreneurs and small businesses in general, but it also offers unique opportunities for entrepreneurs working in small towns and rural areas. Unfortunately, the knowledge, skills and experience needed for setting up and operating eCommerce businesses are not inherent to many small business owners.

This course will assist participants in establishing their eCommerce business or supplementing their current sales practices of their existing small business with technology-based support. The course is for entrepreneurs, innovators, and small business owners (including non-profits) looking to start or expand a business selling products and/or services via the Internet. Upon completion of the course, participants will be aware of various considerations required for successful Internet sales and marketing, and they will be able to plan for, and estimate the cost of, the equipment, software, physical facilities and consulting and/or support services necessary in order to start and run their eCommerce business, and they will be more aware of the critical technology tools and elements required to “scale” their business.

This training will offer a comprehensive array of eCommerce topic areas for recent and advanced users of technology tools and social media, including: *

- Web Design/Development**
- Website Optimization**
- Social Media: Value of, How to, ROI**
- On-line and Off-line Promotion/Marketing/Advertising**
- Related Legal Matters**
- Inventory Control and Management**
- Technology Tools Necessary to Scale Your Business in a Digital Economy**
- On-line Payment Solutions**
- Introduction to the Amazon Marketplace**
- Alternative and Traditional Funding Solutions for Small Business Owners**
- Vital Technology Tools and Software Solutions**

The eCommerce training initiative is sponsored by Downtown Delaware, a program of downtown revitalization that utilizes the National Trust Main Street program model; the Delaware Emerging Technology Center (ETC), a virtual incubator hosted by the DEDO formed to create strong environments for the creation and growth of emerging technology companies; and Delaware Technical Community College - Terry Campus. Both Downtown Delaware and the Delaware ETC are programs of the Delaware Economic Development Office (DEDO).

A cadre of topic experts and practitioners* will be engaged in teaching and sharing their tips, including, but not limited to:

**Ken Anderson
Wes Garnett
Ken Grant
Vandell Hampton
Whitney Hoffman
Leexan Hong
Darnyelle Jervey
Dave McCormick
Maya Paveza
Sakthi Vel, Ph.D.
Brad Wason
Devona E. G. Williams, Ph.D.
Leonard Young
Joe Zilcosky**

** NOTE: Topic areas and speakers may vary slightly from those proposed.*

Application deadline is 3 PM, Tuesday, February 12, 2013

See actual application for submission instructions.

NOTE:

You will receive an email confirmation within 24 hours of submitting your application on-line.

If you do not receive a confirmation, or if you have questions or concerns, contact:

Elaine Rockwell at 302-739-4271

or

Diane Laird at 302-577-8477

CLASS SIZE IS LIMITED

NOTE: Please apply early. Selection will be based on timely submission and review, as space is limited. There will be no monetary cost to participants for the training, although participants must commit to attend all three days of training in order to be considered for candidacy in the program and, if successful, to receive a Certificate of Completion. Exceptions must be cleared in advance. Preference will be given to applicants that commit to attending all three days. Participants will be notified of selection by close of business Thursday, February 14. Questions should be directed to: Diane.Laird@state.de.us

eCommerce Training Schedule

The eCommerce training encompasses a three day course of training that will provide sufficient background for entrepreneurs, innovators and small business owners to learn the components of establishing and operating an eCommerce business in which they can learn to increase the use of the Internet for marketing and sales of their business services and products.

The eCommerce training initiative will take place at DTCC – Terry Campus on February 19-21 (Tuesday, Wednesday, and Thursday) from 8:30 AM - 4 PM daily. For a detailed agenda, see Page 11. Lunch will be provided each day. Maximum class size is thirty five.

Participants

- eCommerce Training is for entrepreneurs, innovators, and small business owners that desire to start or expand a business selling products and/or services via the Internet.
- Participants should already know basic business fundamentals--such as how to prepare a business plan, how to legally establish a business, how to fund their business, etc.—as these topics will not be covered in great detail in this training. (It is recommended that participants avail themselves of the cadre of DEDO's statewide small business partners to assist with business-related fundamentals prior to or concurrent with participation in this training initiative as well as DEDO's upcoming Kauffman FastTrac training classes for entrepreneurs. See <http://www.dedo.delaware.gov> (Click on **Business Services** and then **Entrepreneurial Resources**.)
- This is not a course in website design. Participants will not be trained to actually create their own website.
- A basic familiarity with personal computers and the Internet is a pre-requisite for this training. However, participants do not need to have experience in computer programming or website design, per se.
- Daily training will not require the use of a laptop. Participants may opt to bring a laptop.
- Advanced users will benefit from the course.
- There will be no monetary cost to participants for the training. However, participants will be required to successfully complete and submit the Application by the deadline and **commit to attending all three days of training in order to be qualified for acceptance to the program**, and upon successful completion, receive a Certificate of Completion.

This training opportunity is open to persons that are actively involved in the revitalization of a Delaware community, without discrimination as to race, color, religion, sex, national origin, age, marital status, sexual orientation, or physical or mental disability. Training will take place in the location listed above, which is an accessible facility. Participants may contact Diane Laird at 302-577-8497 if special accommodations or translation of the training is required.

Selected Speaker Biographies

NOTE: There may be speakers in addition to the proposed listed below.

Ken Anderson

Director, Entrepreneurial & Small Business Support (DEDO)

Mr. Ken Anderson is currently the Director, Entrepreneurial and Small Business Support for the Delaware Economic Development Office (DEDO), Delaware Economic Development Office, an executive state agency, responsible for entrepreneurialism and small business support for the State of Delaware. Since January 2012, Ken has also served as the Chair of the Governor's Supplier Diversity Council, charged with implementation of the Governor's initiatives centered on support for small businesses, including minority, women and veteran owned businesses in State procurements.

Additionally, Ken is the Program Director for Delaware's Kauffman FastTrac Entrepreneurial Training, which features New and Growth Venture programs for entrepreneurs, innovators and small businesses, including an exclusive program for Veterans.

Ken launched and has served as Chair of the Governor's Entrepreneurial Business Conferences, the Delaware Small Business Summit for Minority and Women Owned Businesses, and the Base Realignment and Closure or BRAC Conferences. Ken also manages the Delaware Emerging Technology Center (DE ETC), a virtual incubator for Delaware entrepreneurs, innovators and small businesses which sponsors various programs including the ETC Boot Camp and Business Plan Competitions, the ETC Secrets of Success Seminars, and co-sponsors the Downtown Delaware initiatives such as the three day eCommerce training.

His eCommerce topic "If State Government Is Using Technology Tools, Shouldn't You Be?" will share the evolution of DEDO technology tools and how they are now used for training and program execution.

Wes Garnett

Board Member, Start It Up Delaware

Wes Garnett is a user experience designer and entrepreneur born and raised in Wilmington Delaware. Thus far, he has co-founded Verge, a brand development firm in 2009, and the coIN Loft in 2010, which is now a wholly owned subsidiary of Start It Up Delaware, of which he is a Board Member. In 2012, Wes launched a new health technology startup, Kurbi, which helps people living with multiple sclerosis to keep track of the symptoms and more easily communicate changes to the doctors and family.

Ken Grant

Director of Sales and Marketing, Analtech Inc.

Ken Grant wears several hats – from Marketing Director for the only U.S.-based manufacturer of analytical lab supplies, to advocate for social media use by businesses and non-profits, to award-winning Bollywood Dancer. Ken has worked in media, politics, and marketing in Delaware for more than 20 years. He has spoken before audiences throughout the state about social media and best business practices.

Ken is currently focusing on exploring the global marketplace and social media in the Middle East, Brazil, India, and China.

WARNING: By being in the same room with Ken Grant, your image may be posted on Facebook, Twitter, Google+, flickr, Instagram, foursquare, pinterest, Orkut, Picasa, and/or Chines Weibo. Anyone in the Witness Protection Program should be prepared to cover their face.

Vandell Hampton, Jr.

President & CEO, First State Community Loan Fund

As President & CEO, Mr. Hampton is responsible for the overall management and operation of First State Community Loan Fund (FSCLF). Prior to joining First State CLF in 2004, Van worked with The Enterprise Center in Philadelphia, a small business incubator where he managed a micro-loan fund and was heavily involved in consulting and technical assistance activities. He also spent seven years with USDA Rural Development, in the Rural Housing Unit, where he financed single-family homes for low-income individuals.

At USDA, Van also worked in the Community and Business Program Unit, where he financed water and sewer systems for small towns in rural Delaware and Maryland. Van received his BS Degree in Marketing from Delaware State University in 1993. He is a Veteran of the U.S. Army and resides in Wilmington. Van is actively involved with economic development issues around the state and currently serves on the board of several community organizations.

Whitney Hoffman

Owner, Hoffman Digital Media LLC (A Delaware LLC)

Whitney Hoffman, best known for her involvement in podcasting and digital media, has an undergraduate degree in developmental biology from the University of Pennsylvania and a law degree from the Dickinson School of Law, part of Penn State. Whitney is passionate about education; she has presented on many education-related topics, including “Making Your Message Stick- for Educators” and “Education 2.0 - How New Media is Changing Education”.

Whitney has also presented on how to make your presentations more effective, on why community building is vital to all of your new media/online project success, and other digital media/social media topics. These have included presentations at Web2Open on the New FCC Guidelines - what they mean to you; the Social Media Plus conference on Social Media 101 - Strategies for Your Business; and a variety of social media and business topics for AGS University, the New Castle County Chamber of Commerce, and the Delaware Governor’s Entrepreneurial Business Conference.

Whitney regularly consults with large and small businesses about optimizing their web content and content creation, developing an online marketing strategy, reaching niche markets, and helping create compelling content while measuring return on investment.

For the past several years, Whitney's consulting business, Hoffman Digital Media, has been involved in helping B to B and B to C businesses understand the social media space and how to use the tools available to enhance their marketing and communication with customers of all sizes.

Leexan Hong, MS Ed

Owner, MX Internet Enterprises

President, CTE Healthcare Communications

Agency Intern, State Farm

After working for a healthcare marketing company for three years, Leexan started his own healthcare marketing firm in 2004 which hit \$1.8 million in revenue in its second year in business. Since then, he has started a number of other businesses including a retail coffee business which he sold in 2008 and a real estate development company. Leexan also started Custom Golf Bags Online, an e-commerce business that sells custom made golf bags. In its first year in business, the site grossed \$60,000 in revenue. Currently, he is launching a State Farm Insurance and Financial Services Agency in Newark, DE.

Leexan Hong graduated from the University of Pennsylvania with a Bachelors in Biology where he was a 4-year member of the Men's Varsity Track and Field Team. He later graduated from Penn's Graduate School of Education with a Masters in Secondary Education. While there, he did his student teaching at University City High School in West Philadelphia and served as a volunteer coach of the boys' and girls' track teams. Most recently, Leexan taught Entrepreneurial Finance as an adjunct professor at Lincoln University.

Leexan lives with his wife, Meko, in Middletown, DE. They have a 4-month old daughter name Nadia and a 4-year old Golden Retriever named Miles.

Darnyelle Jervey

Author, Speaker, Certified Business Coach, Incredible One Enterprises, LLC

Darnyelle is the CEO of Incredible One Enterprises and the creator of the Leverage Your Incredible Factor System (R). She teaches service-based entrepreneurs how to connect their mindset to their marketing and business strategies and systems so that they can attract more ideal clients and make more money doing what they love to do. In working with Ms. Jervey, clients receive the accountability of a coach, the business acumen and example of an experienced entrepreneur, and the marketing systems and strategy enhancement of a consultant.

Darnyelle is known as the Incredible Factor Coach because she literally defines and unleashes the Incredible Factor (secret sauce, signature business move, unique selling proposition) of her business coaching clients. She works with highly motivated women entrepreneurs who are sick and tired of playing small; they are ready to do what it takes to Be Big, Do Big, Have Big and Live BIGGER! She uses a unique combination of marketing, mindset and empowerment strategies to help them transform their businesses with more clients, more income, more systems, more infrastructure, and more freedom to enjoy it all.

Darnyelle leverages her Incredible Factor, her MBA in marketing, her captivating presence and her ability to transform businesses while she holds her clients accountable for the implementation that leads to BIG results. "My goal is to show my clients how to build their business the right way from the start if they're really SERIOUS about turning their passion into a profit and leveraging their Incredible Factor. If you don't want to be successful, you will just build yourself a JOB or hobby, not a business."

Dave McCormick

Founder and Owner, Pro Kitchen Gear

Dave McCormick is the founder and owner of Pro Kitchen Gear, a retailer of high-quality cookware, cutlery and tools for the home chef that is dedicated to inspiring people to *Cook Well & Eat Great*.

Founded in 2010, Pro Kitchen Gear started as a home-based, e-tail only operation that quickly grew into its current brick and mortar location in Greenville, Delaware. From 2011 to 2012, Dave has grown his company over 500% and has extensive experience leveraging sales platforms like Amazon.com.

Dave, a U.S. Army veteran and a prior technology leader in the financial services sector, had little to no experience within retail, but let his passion for entrepreneurship and cooking take over. A graduate from Widener University (B.S.) & Drexel University (M.S.), Dave gets his motivation from real life accomplishment more than academic persuasion. His straight-forward, honest and transparent communication method gives people a raw view into the world of entrepreneurship. Dave is also a graduate of the Kauffman FastTrac Growth Venture program sponsored by DEDO.

You can read more from Dave on the Owner's Blog (<http://prokitchengear.wordpress.com/>)

Maya J. Pavez

Real Estate Salesperson, U S Spaces, Inc.

Maya J. Pavez has been involved in the real estate industry since 1986 and computers since 1980. She truly is a "digital native". She is often asked to share her views in such prominent social media forums as the *Future of Marketing: 60 in 60*. She is also a panelist for HuffPostLive speaking on a variety of topics from politics to lifestyle. In late September she will be hosting a session at PodCampEast discussing her theory of the new "Village" concept which addresses the shrinking of community sizes and how businesses can adapt quickly.

She was a featured speaker for a CRS Webinar on Twitter in April 2012, and has also spoken at numerous 140 Character Conferences, RETSO, HAR The BigE, Xplode and many more events like Ignite, as well as often participating in programs of the Delaware Economic Development Office (DEDO). She has recently presented for The TechByte eTechnology Seminar, as well as for Suburban West Association of REALTORS in Malvern.

Maya has written two unpublished books, one on Twitter for Business, as well as a General social media book. She hopes to edit and release those in the near future. Her theory on "Micro Local Market Dominance" has gained traction and she continues to refine the process by which she implements the plan. Her background as a User Interface designer and her studies in visual psychology, marketing and advertising at The School of Visual Arts in NYC have really benefited her clients she has worked with as a consultant, including WAV Group, Corelogic and other clients with Non Disclosure Agreements.

Maya is currently working for U S Spaces, Inc., a Philadelphia-based brokerage owned by Fred Glick ([@TheFredGlick](#)) selling real estate in Pennsylvania and Delaware. She continues to selectively consult with a variety of companies and individuals to build brand awareness, focused on customer service training to create brand evangelist and plans to take the Brokers course this spring. Maya's ultimate goal through social media growth is to be able to bring light to the causes of obesity and the cure, seeking funding to establish a research chair at AI DuPont Hospital for Children in Wilmington, DE.

Sakthi A. Vel, Ph.D.

Owner, Vel Micro Works – IT Solutions

Dr. Sakthi Vel is a serial Delaware IT entrepreneur. He and his wife Kamatchi Vel founded Vel Micro Works Incorporated in 1996 and an offshore development center in India in 1999. He worked as a research scientist at Hercules Incorporated for ten years prior to going on his own.

Vel Micro Works has developed several eGovernance sites for the State of Delaware, including the Online Hunting and Fishing License system, Gross Receipts System, Online DUI Tracking system and One Stop Business Registration System, among others. Vel Micro also developed Numbers Bee and donated free licenses it to the Red Clay Consolidated School District about 12 years ago. Over 35,000 students have enjoyed and benefited from this game during this time. Vel Micro Works also cosponsors the Delaware Numbers Bee over the past ten years.

Sakthi also believes that personal information is private property and individuals need to be compensated for the use of private information by corporations. Vel Micro Works is testing various business models in the internet to make this a viable business proposition.

The Vel's have two children, a son who graduated from college last year and a daughter who plans to graduate next year.

Bradford Wason

Creative Director & VP, DMG Marketing

Brad is currently the Creative Director for DMG Marketing. He has extensive experience working with small start-ups, non-profits and Fortune 500's in product & strategic development, branding, and production. Prior to joining DMG, Brad was the founder of 23rd & 5th, a boutique brand development shop, and was an adjunct professor for the University of Delaware, and Delaware College of Art & Design.

With over nine years of teaching experience, Brad has taught a wide variety of courses in concept development, visual communication, branding, digital design & typography. He has a degree in Digital Media Design from Wilmington University, and Associates Degree in Fine Art from DCAD. Outside of the office, Brad enjoys cycling, hiking with his two dogs, craft beer, traveling, letterpress and great coffee.

Dr. Devona Williams

President/CEO , Goeins-Williams Associates, Inc.

Dr. Devona Williams founded Goeins-Williams Associates, Inc., (GWA) in 1986 to “help organizations achieve greater productivity in strategic work environments”. For the last 23 years, as President and Founder of GWA, Dr. Williams has contributed her talents to helping more than 40,000 individuals in hundreds of organizations increase their performance and effectiveness.

GWA received the Marvin S. Gilman Superstars in Business Award in June 2000. The Denver Business Journal and the Delaware Today Magazine have recognized GWA as an Outstanding Woman Owned business in 2005 and 2006. In 2009 GWA was named a Top 100 MBE in the region. Dr. Williams was named Entrepreneur of the Year by the Omega Psi Phi Fraternity, Inc., Psi Iota & Psi Epsilon Chapters in 2011. GWA is a certified WBE/MBE business established in 1986 headquartered in Clayton, Delaware (www.goeinswilliams.com).

A perennial six-figure small consulting business, GWA has significantly enhanced their use of technology tools and social media with surprising results in just the last year. Dr. Williams is the author of the new release, The Intentional Consultant: How to grow a sustainable practice, contributing author to the inspirational book, Remarkable Women and creator of the national best-selling Spice of Life® Diversity Card training tool, all of which are being marketed and monetized in the online space.

Her talk, “Transitioning Your Traditional Business to Social Media”, takes a look at the evolution of this successful Delaware based small business and how the incorporation of Social Media and Technology Tools continues to expand the scope and opportunities of Goeins-Williams Associates, Inc. far beyond the borders of Delaware.

Leonard Young III

Owner, Delawareblack.com, LLC

Leonard J. Young III is a native of Wilmington, DE. He attended Florida A & M University (FAMU) in Tallahassee, FL and graduated with a B.S. in Mechanical Engineering.

Mr. Young founded Delawareblack.com, LLC in September of 2006, with the mission of promoting minority businesses, organizations and local events. During the years, Delawareblack.com, LLC has organized numerous community and business events such as the recent *Delaware Black Awards* (www.delawareblackawards.com) and the *Delaware Black Expo* (www.delawareblackexpo.com), along with numerous networking events and fundraisers.

With the interest in Delawareblack.com, Leonard as formed sites in other cities based on the same website model as Delawareblack.com. Leonard is a member of Alpha Phi Alpha Fraternity and the Metropolitan Wilmington Urban League Young Professionals. In June of 2011, he was recognized as the Delaware SBA Minority Business Champion.

Joe Zilcosky

Business Development Leader and Emerging Technology Specialist, DE Economic Development Office

Mr. Joe Zilcosky is currently the Business Development Leader for Kent County at the Delaware Economic Development Office, an executive state agency. He is responsible for all state business retention and expansion efforts in Kent County. Mr. Zilcosky works with local manufacturers to in-source jobs back to the U.S., export their products and streamline the governments' bureaucratic structures. Additionally, he helps businesses secure loans and grants. In the last year, he has helped over a half dozen small businesses get SSBCI (State Small Business Credit Initiative) participation loans. He is part of the consortium that started "Kent Is Open For Business" and the "Kent Economic Summit".

Previously, Mr. Zilcosky was the Emerging Technology Specialist at DEDO. As Emerging Technology Specialist, he aided entrepreneurs in all aspects of starting a business from Business Plan writing to financing and networking. He built out a Service Provider Network that gets entrepreneurs and small businesses discounted or Pro Bono services from local companies. He sat on the board of the Private Investor Forum that helps select entrepreneurs for the Angel Venture Fair and was one of the founders of Consortium of Delaware Entrepreneurs (CODE).

Prior to DEDO, Mr. Zilcosky started two businesses, was the second employee at one start up and worked at First USA Bank in Partnership Marketing. Mr. Zilcosky has an Economics degree from Columbia University.

Continue for Agenda

Title	Time	Name
DAY 1: Tuesday, Feb. 19		
Continental Breakfast	8:30 – 8:55	
Program commences	8:55 – 9:00	Diane Laird , State Coordinator, Downtown Delaware
Welcome to eCommerce training	9:00 - 9:10	Alan Levin , Cabinet Secretary, DE Economic Development Office
Campus welcome	9:10 - 9:15	June Turanski , Vice President and Campus Director, Delaware Tech Terry Campus
Participant introductions	9:15 – 9:30	Diane Laird
How I Went From \$20K to over \$600K Using the Internet!	9:30 – 10:30	Darnyelle Jersey , Owner, IncredibleOneEnterprises.com
Break	10:30 – 10:45	
From Clicks to Bricks: The Evolution of My eCapabilities	10:45 – 11:45	Dave McCormick , Owner, Pro Kitchen Gear
Lunch	11:45 – 1:00	
Website Design/Development Considerations & Domain Names	1:00 – 2:15	Bradford Wason , Creative Director & VP, DMG Marketing
Break	2:15 – 2:30	
How Vel Micro Works, Inc. Uses the Internet in Three Business Sectors	2:30 – 3:15	Sakthi A. Vel, Ph.D. , Owner, Vel Micro Works – IT Solutions
If State Government and DEDO are Transitioning to Tech Tools, Shouldn't You Be?	3:15 – 3:45	Ken Anderson , Director, Entrepreneurial & Small Business Support and DE Emerging Technology Center (DEDO)
Class Adjourns	4:00	
DAY 2: Wednesday, Feb. 20		
Continental Breakfast	8:30 - 9:00	
The Strategy Behind E-Commerce: Doing keyword research and how to analyze it	9:00 – 10:15	Leexan Hong, MS Ed , Owner, MX Internet Enterprises
Break	10:15 – 10:30	
Social Media Guru Code: The Secrets to Monetize Social Media for Your Business	10:30 – 11:45	Maya Pavezza , Real Estate Salesperson, U S Spaces, Inc.
Lunch	11:45 - 1:00	
The ROI of Social Media	1:00 – 1:30	Dave McCormick , Owner, Pro Kitchen Gear
Loans, Grants, and How the Government Can Help Your Business	1:30 – 2:00	Joe Zilcosky , Kent County Market Leader , DE Economic Development Office
Break	2:00 - 2:15	
Internet Marketing: “I Wanna Be Where They Are!”	2:15 - 3:00	Leonard Young , Owner, Delawareblack.com LLC
Transitioning Your Traditional Business to Social Media	3:00 – 3:30	Devona E. G. Williams, Ph.D. , President/CEO, Goeins-Williams Associates, Inc.
Opportunities Through the Delaware Office of Supplier Diversity	3:30 – 3:40	Michelle Harris , Executive Director, Office of Supplier Diversity
USDA – Rural Development	3:40 – 3:45	Denise MacLeish , Community Program Director, USDA Rural Development
Class Adjourns	4:00	

DAY 3: Thursday, Feb. 21		
Continental Breakfast	8:30 – 8:55	
DEDO Small Business Support and Resource Partners	8:55 - 9:00	Ken Anderson , Director, Entrepreneurial & Small Business Support and DE Emerging Technology Center (DEDO)
Legal Matters: Copyright Infringement, Sales Tax, Book-Keeping, Emerging Legal Issues	9:00 – 10:15	Whitney Hoffman , Owner, Hoffman Digital Media LLC (A Delaware LLC)
Break	10:15 - 10:30	
Small Business Lending at First State Community Loan Fund	10:30 – 11:00	Vandell Hampton , Executive Director, First State Community Loan Fund (FSCLF)
Selling on Amazon: An Exercise in Demystification	11:00 – 11:45	Dave McCormick , Owner, Pro Kitchen Gear
Lunch	11:45 - 1:00	
4 Questions Technology Won't Answer	1:00 – 1:45	Wes Garnett , Board Member, Start It Up Delaware
Three Days of eCommerce Training...What do I do next?	1:45 – 2:45	Ken Grant , Director of Sales and Marketing, Analtech Inc.
Break	2:45 – 3:00	
Certificates presented	3:00 – 3:45	Tim McLaughlin/Diane Laird/Ken Anderson
Class/Course adjourns	4:00	

Continue for Application

APPLICATION

**eCommerce Sales and Marketing:
Practical Internet Based Strategies to Sell Your Product(s) and Market Your Business!**

Application and attachments must be submitted in one of the following three ways:

1. Complete form and submit on-line (preferred method)
2. Download and complete form, scan or convert to pdf and email as an attachment to:
Elaine.Rockwell@state.de.us
3. Download and complete form, print and fax to 302-577-8499

You will receive a confirmation within approximately 24 hours of submission. If you do not receive confirmation, contact Elaine Rockwell at 302-739-4271 or Elaine.Rockwell@state.de.us

Application deadline is 3 PM, Tuesday, February 12, 2013

For questions contact:

Elaine Rockwell, Business Development Specialist, Delaware Economic Development Office
(302) 739-4271

Elaine.Rockwell@state.de.us

or

Diane Laird, State Coordinator, Downtown Delaware
(302) 577-8477

Diane.Laird@state.de.us



Downtown Delaware
Building Business Opportunity In Delaware's Commercial Districts

DELWARE
ECONOMIC DEVELOPMENT OFFICE
Right Place. Right Size.



Committed to the future of rural communities.

DELWARE
TECHNICAL COMMUNITY
COLLEGE

Name		Name of Business	
Address		Apt/Suite/Unit Number	
Town or City	State	Zip	Telephone
Email address		Web address (<i>Please note that this is not a course in website design.</i>)	
Is your business Delaware-based (licensed and practicing primarily in Delaware)? <u>yes</u> <u>no</u>			
Is your business women-owned? <u>yes</u> <u>no</u>			
Is your business minority-owned? <u>yes</u> <u>no</u>			
Is your business currently certified as woman/minority-owned in the State of Delaware? <u>yes</u> <u>no</u> <u>I am not sure</u>			
Does your business have 20 or less employees? <u>yes</u> <u>no</u>			
Does your business have products and/or services that you believe can be marketed and/or sold on the Internet? <u>yes</u> <u>no</u>			
Briefly describe the primary products/services of your business below:			
Do you currently have a written business plan for your business or proposed business? <u>yes</u> <u>no</u>			
Please attach a ONE PAGE overview of your business with this application.			
Do you have a basic familiarity with personal computers and the Internet? <u>yes</u> <u>no</u>			
Does your business currently utilize the Internet? <u>yes</u> <u>no</u>			
Are you committed to attend all three days of training (February 19-21, 2013)? <u>yes</u> <u>no</u>			
Provide several sentences to describe the goals you hope to achieve in enrolling in the eCommerce training:			
Please note if there is anything that you would like to see addressed during this training that is not already on the Agenda:			